

In the claims:

Claims 1-42 (canceled)

Claim 43 (new)

An apparatus for controlling the display of broadcast programming on a program display appliance, comprising:

a handheld device including (i) a receiver for receipt of wireless incoming data transmissions from a communication network, the data transmission from the communication network being independent from the transmission of the broadcast programming, (ii) a display for visual presentation of the incoming data, said visual presentation having content related to the content of the displayed broadcast programming and being timed in relation to the time of the displayed broadcast programming, (iii) a transmitter for sending wireless outgoing data transmissions to the communication network, and (iv) a plurality of tactilely operated controls to permit the device to interact with the display appliance and the communication network.

Claim 44 (new)

The control apparatus of claim 43 wherein the visual presentation on the handheld device and the interaction of the handheld device with the communication network may occur in real time or near real time relative to the time of the displayed broadcast programming.

Claim 45 (new)

The control apparatus of claim 43 wherein the display appliance is a television and the handheld device is a television remote control.

Claim 46 (new)

The control apparatus of claim 45 wherein the remote control also controls the operation of a plurality of media presentation appliances.

Claim 47 (new)

A system for interacting with broadcast programming, comprising:

(a) a handheld control and computing device capable of allowing a user to interact with a broadcast program and/or advertisement received at a broadcast receiver which is accessed by the user, said interaction being effected by (i) receiving and displaying incoming data that relates to such a program and/or advertisement, in which the incoming data comprises one or more items selected by the user inputting a selection into the device, and (ii) sending outgoing data defining the selected item or items;

(b) a wireless wide area network receiver to receive the incoming data from a wireless wide area network that is independent from that used to broadcast the program and/or advertisement; and

(b) a wireless wide area network transmitter to send the outgoing data over the wireless wide area network;

and wherein the device displays the items at a time that is related to the time of the broadcast program and/or advertisement.

Claim 48 (new)

The interactive system of claim 47 wherein the device compares timing cue points in the incoming data to a real time clock to time the device displays.

Claim 49 (new)

A portable handheld communications device providing a user with information in relation to broadcast programming, comprising:

a receiver for receipt of wireless incoming data transmissions via a communication network, the data transmissions over the communication network being independent from the transmission of the broadcast programming;

a display for visual presentation of the incoming data, the visual presentation having a content related to the content of the broadcast programming and being timed in relation to the time of the broadcast programming;

a transmitter for sending wireless outgoing data transmissions to the communications network; and

at least one tactilely operated actuator to permit the device to initiate the outgoing data transmission to the communication network.

Claim 50 (new)

A method allowing a user of a portable and handheld communications device to make selections or otherwise act in relation to broadcast programming made available to the user via a broadcast network, comprising the steps of:

receiving on the device wireless incoming data transmissions sent via a communication network independent from the broadcast network;

displaying a visual presentation of the incoming data on the device, the visual presentation having content related to the content of the broadcast programming and being timed in relation to the time of the broadcast programming;

transmitting wireless outgoing data transmissions from the device to the communication network; and

operating an actuator on the device to initiate the outgoing data transmission to the communication network.

Claim 51 (new)

The method of claim 50 further comprising the step of operating an actuator on the device to control an appliance which receives the broadcast programming.

Claim 52 (new)

The method of claim 50 further comprising the step of displaying both the visual presentation of the incoming data and the broadcast programming on the portable handheld device.